

Outlook

APR
2009

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Message from your MMASC President

*By Laura Biery, City of Santa Clarita,
MMASC President*

You've probably noticed that Green is everywhere these days--in the news, politics, fashion, and even technology.

You can hardly escape it on the Internet or at the local Grocery Store. And while it's easy to get overwhelmed and not know where to start, it's also simple to begin making a positive impact.

Inside this month's issue you can find examples of agencies that are Going Green and creating sustainable practices to reduce the carbon footprint of their residential and business customers. And what better time to think about

Going Green than on Earth Day, which falls on April 22nd this year.

In addition to the success stories of these local communities, this month's issue is also highlighting some of the success stories at several of our MMASC events around town. Check out photos in this month's issue from Regional events near you.

And speaking of successes, this month we are also recognizing our 2nd Quarter Board Member of the Quarter – Maurice Turner and our 2nd Quarter General Member of the Quarter – Nathaniel Meek. More information about the successful efforts of these two MMASC members is included inside.

Your 2009 MMASC Board of Directors continues to deliver to MMASC members more than 35 professional development events over the course of the year. Be sure to check out the calendar page on the MMASC website to see what's going on this month and next month near you.

Finally, in response to the current economy, your MMASC Board has moved the MMASC Annual Conference to a new date and negotiated a discounted rate for all planning to attend.

Save the NEW Date of July 22-24, 2009 in the City of La Quinta for the MMASC Annual Conference. This is a new date with a new discounted registration rate to be offered beginning April 15, 2009. Stay tuned to learn more. 



The Desert Commits

By: Missy Grisa, City of Palm Desert

The City of Palm Desert is committed to environmental sustainability and making the necessary changes to protect our environment for the future. The direction of the City Council to become a leader in sustainability exemplifies the City's continued commitment.

Given this direction, staff set up several programs and targeted eight categories in which the City will focus their efforts towards a new Sustainability Plan.

The eight categories consist of energy conservation, water conservation, greenhouse gas reduction, waste diversion from landfills, green building standards, transportation options, open space, and recycled, renewable, and locally produced materials.

The further development of the

Sustainability Plan and the inventorying of greenhouse gas levels required by AB32 necessitate a significant amount of time, so the City has hired a consultant to assist in the work.

Set to Save, one of the City's groundbreaking programs, teams the City of Palm Desert with its energy utilities and The Energy Coalition.

The program empowers the community to save money and energy by reducing energy consumption and peak demand by 30% within five years. This program raises community awareness through education, incentives, and new services and technologies.

The City was also the first to sponsor AB811, which provides a financing tool to residents to upgrade energy efficiency in their homes and businesses.

To incorporate change into the community, the City will need to serve as a leader and a model to the community.

By incorporating such changes as the installation of solar panels at City Hall, adopting one of the most water-efficient landscape ordinances in the state, providing a 60% alternatively-fueled fleet, and taking many other steps, the City serves as an example by implementing the programs they promote.

The City of Palm Desert has undergone significant change under the demanding desert conditions and is proud to be continually working toward a more sustainable community. 

Riverside is Now Green

By: Staci Sullivan, City of Riverside

On February 3, the State designated Riverside the first Emerald City as part of a new pilot project to develop sustainable communities.

But, don't expect to see Dorothy and the gang singing along any yellow brick roads on their way to see the Wizard. Instead, in Riverside you will find a dedicated staff who are continuously developing new ways to reduce the City's greenhouse gas emissions.

Riverside's green efforts started in 2005 with the Mayor's Clean and Green Task Force. Subsequently, staff developed

the Clean and Green Action Plan with 38 action items including water, energy, urban nature, urban design, greenhouse gas emissions, transportation and water reduction which was approved in December 2007.

During 2008, 34 action items were completed or on target and the remaining 4 will be updated for completion. Every City department is involved in making Riverside green, whether it is purchasing green vehicles, recycling programs, energy efficient rebates or more.

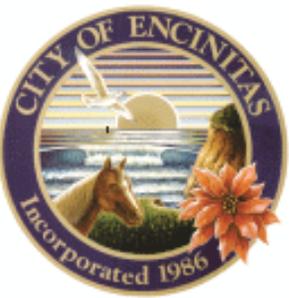
Here are some of the exciting ways that Riverside has proven to be a leader in the

green movement: In June 2007, Riverside was the first City to implement the voluntary Green Builder Program; in January 2008, the Suarez family moved into the first zero-carbon emitting home located in Riverside, built in partnership with Habitat for Humanity and the City; on December 9, 2008, the City Council approved an agreement with the Shoshone Nation for a third geothermal generating unit which increases Riverside's renewable energy to 50% by 2013 – the highest in the state and nation; on March 10, the City Council approved expanding the hybrid vehicle purchase rebate currently offered to City employees citywide; and as of March 2009, Riverside has 1MW of solar generation, exceeding the goal by 6 years.

Visit greenriverside.com or blueriverside.com for more information. 



By Bill Wilson, City of Encinitas



The City of Encinitas recently completed the installation of energy improvements at the City's Civic Center.

Included in this project are a 964 kilowatt solar photovoltaic system, a central plant which cools and heats the building more efficiently, replacement of the old deteriorating roof, and the addition natural daylighting.

The solar panels are expected to produce nearly 40% of the building's daily energy requirements and will provide power back to the utility grid on weekends and holidays when the Civic Center is

unoccupied. By integrating solar energy with the energy-efficient central plant and other upgrades, the City expects to save taxpayers \$4.3 million over the next 25 years.

On March 26, the City was selected as the recipient of the 2008 SANDEE (San Diego Excellence in Energy) Award for Special Achievement in Energy by a Government or Institutional Agency, presented by the California Center for Sustainable Energy.

The SANDEE award program recognizes outstanding projects and activities that have achieved significant energy savings and/or contributions toward the goals of the San Diego Regional Energy Strategy 2030 through the implementation of energy efficiency, energy conservation, renewable energy measures and CO2 reduction in San Diego County.

The building's indoor environment has been improved for staff and visitors. Several skylights and "solar tubes" have been installed to provide natural daylight throughout the building. Strategic placement of these features in certain areas will prevent the need for turning on overhead lights during the day.

In addition to the energy savings and environmental benefits, the view from the City's recently opened library, which is adjacent to and overlooks the Civic Center, has been improved substantially with the installation of a structure supporting the solar panels which covers much of the mechanical system on the roof, along with the removal of obsolete equipment.

Funding for the \$3.5 million project was provided through a combination of the

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Calendar of Events

For a complete list and full details, visit mmasc.org.

April 22 - San Diego: Public/Private Redevelopment Partnerships. [View the flyer.](#)

May 13 - Channel Islands: Professional Development Lunch [View the flyer.](#)

May 15 - Central Coast: Staying Fresh in Your Career [View the flyer.](#)

Job Opportunities

Check mmasc.org for a complete listing of all current job openings.

Assistant City Manager, City of Barstow

Cultural Affairs/Public Art Administration Intern, City of West Hollywood

Accounting Technician, City of El Segundo



Save the Date: La Quinta, CA!

MMASC Annual Conference July 22-24

Agenda and Registration will open on April 15, 2009

By Meredith Reynolds, City of Long Beach

In April 2008, the City of Long Beach introduced a new Office of Sustainability, created to facilitate the process of developing and implementing model sustainability programs for the City.

This Office is responsible for coordinating and implementing sustainability initiatives and investing in sustainable programs citywide.

The Office of Sustainability, has begun a handful of projects geared



toward making Long Beach a more sustainable community.

The City became a member of The Climate Registry and the California Climate Action Registry and is producing the City's first greenhouse gas emissions inventory, which will identify the City of Long Beach's total carbon dioxide emissions from all of its facilities, sites, and operations. 33 W Ocean Blvd 13th Fl

The Long Beach Airport unveiled 6 new solar trees, which are considered to be one of the most advanced solar systems in the region. The trees are able to track the movement of the sun and are expected to create 15,000 kilowatt hours annually, save at least \$5,000 a year and offset nearly a half-million pounds of carbon dioxide emissions over the system's 25-year lifespan.

Long Beach has been awarded the

#1 Green Fleet in North America by the US Department of Energy's Clean Cities Program. The City introduced 4 plug-in Toyota Prius hybrids, which have been converted to run entirely on electricity by adding an additional battery, getting the equivalent of 100 mpg.

Long Beach became the first major City in the State to implement permanent prohibitions on certain outdoor uses of water citywide. With these prohibitions in place, Long Beach has set 10-year record lows for water consumption.

For more information on the City of Long Beach's Sustainability Programs, visit longbeach.gov.



Encinitas (cont)

City's capital improvement budget, over \$300,000 in rebates from the California Solar Initiative program and local utilities, and low-cost private financing. Expected savings will be achieved through lowered energy and maintenance costs and reduced equipment replacement costs.

Public education is also an integral component of this project. Interactive touch-screen kiosks have been installed in both the Civic Center lobby and the library to provide residents and visitors with information about the project as well as tips for greening their own homes and community.

With the completion of these improvements, the City is currently pursuing U.S. Green Building Council LEED (Leadership in Energy and Environmental Design) and U.S. Environmental Protection Agency Energy Star certification for the Civic Center. 

Are you part of the green movement as an environmentalist?

By Grahame Watts, City of Thousand Oaks

Living your life well, making the right decisions, enjoying what you do and appreciating life helps to build character and define who you are as a person.

Treating all people with respect and accepting every person's right to differing opinions is part of the character building process. The respect one shows for people helps build a road of respect for nature, animals and just about everything in life.

Like most people, I care and respect the environment where I live, work and play in everyday and I certainly appreciate the freedom of living in America and having the privilege and right to vote, express my opinion and be whoever I want to be.

Every April as we approach Earth Day, and during local, state and federal elections, the environment is highlighted by a variety of people in a number of ways, ranging from the person who would fit the traditional "tree hugger" label, to the high profile celebrities that do his or her part in saving the world by driving a hybrid vehicle.

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By Laura Biery, City of Santa Clarita, MMASC President

In 2009, MMASC is recognizing the efforts of its members (both Boardmembers and General Members) that go above and beyond the call of duty each quarter finding ways to improve service to their peers and colleagues.

For the 2nd Quarter of the 2008-09 MMASC Board Year (Nov-Jan), we are recognizing the following two individuals:

Board Member of the Quarter

Maurice Turner,
City of Newport Beach

Maurice Turner serves as the 2008-09 MMASC Orange County Region 7 Co-Chair.

In this role he works collaboratively with his Region 7 Co-Chair, Lovely Qureshi, to put on events for the MMASC members who live and work in Orange County. Additionally, Maurice serves on the MMASC 2009 Website Committee.

As a member of the Website Committee, Maurice took on the responsibility of being the day-to-day liaison between MMASC and our website vendor on the overhaul and re-launching of the MMASC website.

Maurice's professionalism, attention to detail, teamwork with his fellow committee members, and dedication to the project at hand makes him a very deserving recipient of this award.

Please join me in congratulating Mr. Maurice Turner on the 2nd Quarter Board Member of the Quarter Award for all of his accomplishments during the past 3 months. (You can email Maurice at: mturner@city.newport-beach.ca.us).

General Member of the Quarter

Nathaniel Meek,
USC Graduate Student:

Mr. Nathaniel Meek is a general member of MMASC this year however that has definitely not stopped him from taking on an active role in MMASC this year.

In November 2008, Nathaniel was

appointed Chair of the 2008-09 MMASC University Outreach Committee. In this role, Nathaniel led the launch of the First Annual MMASC Groundhog Day Job Shadow program.

This program provided an opportunity for MMASC student members to shadow a City Manager, Department Head, or Analyst in a Southern California community on Groundhog Day in February 2009.

The program was a huge success and news spread up and down the State about the positive experiences from both the Student Members and their Host Cities.

The Cal-ICMA Preparing the Next Generation Committee was so impressed, they also asked MMASC to explore taking the program State-wide. Definitely a job well-done!

Please join me in congratulating Mr. Nathaniel Meek on the 2nd Quarter General Member of the Quarter Award for all of his efforts during the past three months. (You can email Nathaniel at: nmeek@usc.edu). 📌

MMASC Inland Empire Regional Event

On Thursday, March 12, the Inland Empire Region held a professional development luncheon at the Rancho Cucamonga Lewis Family Playhouse with over 40 participants in attendance.

The event kicked off with Randall Lewis, Executive Vice President, Lewis Operating Corporation, who talked about how to lead in tough economic times.

Randall reminded us that not only do we have to lead from the top down, but from the bottom up and make sure that leaders listen to suggestions at every level in our

organization. Additionally, it is important to foster public/private investments to keep development and job creation moving forward in your community.

Following the discussion, attendees were given a tour of the Library and Playhouse.

Recognizing the tough economic times that all public agencies are feeling right now, as the Inland Empire Regional Co-Chairs, we have tasked ourselves with finding a sponsor for each of our regional events to provide free events to

MMASC members. The Inland Empire is extremely thankful to Willdan Financial Services, located in Temecula, for their very generous support of MMASC and the Inland Empire in their sponsorship of this event. 📌



By Tim Seufert, NBS

The "green revolution" has come to public finance. This article reviews a number of options for your City, District, or local agency to pursue to foster investment in renewable energy (solar) and energy efficiency projects, including:

- Assessment Districts
- Community Facilities Districts
- Rebate programs (local, plus State and Federal incentives)

Assessment Districts and Community Facilities Districts

Assembly Bill 811, effective July 21, 2008 as an urgency bill, amended the 1911 Act, Chapter 29, to allow for contractual assessments that will finance renewable energy source and energy efficiency improvements for already-developed residential, commercial, industrial, or other real property. Contractual assessments are basically special assessments levied by contract between a local agency and a property owner.

Public finance professionals in California are promoting an alternative legal approach through Assembly Bill 1709. This Bill was vetoed by the Governor in the "veto flurry" in the Fall of 2008, but efforts are being made to re-introduce AB 1709 in 2009 as an urgency measure. The successor to AB 1709 would amend the Mello-Roos Community Facilities Act of 1982 to allow Community Facilities Districts ("CFDs") to levy special taxes to finance renewable energy and energy efficiency improvements to private property. This will add additional capability to the existing and already-flexible CFD law. Note that the

City of Berkeley pioneered the CFD solar model by using its status as a charter city to adopt a special tax ordinance based on the CFD law. AB 1709 is modeled on Berkeley's special tax ordinance.

Rebates and Incentives

As part of the Governor's \$3.3 billion Million Solar Roofs Program, the State of California has a rebate program, known as the California Solar Initiative ("CSI"). A typical residential solar installation can currently receive a rebate of up to \$4,750 for the installation of 2.5 kW system. Note that the Federal government also has a tax credit program of 30% of the system cost to incent such investment. As part of the Economic Stabilization Act of 2008, this federal tax credit was extended until 2016 and the previous residential cap of \$2,000 was eliminated effective January 1, 2009.

To leverage private investment, the City and County of San Francisco implemented an incentive program on July 1, 2008 for residential, non-profit, and commercial solar installations.

These avenues and others will surely

evolve over time. The good news is that you can start now and foster investment that will save money, reduce pollution and our environmental footprint, and help diversify our sources of energy. Those three goals are certainly worthy of our time and efforts. 

Environmentalist (cont)

Being an environmentalist is far more involved than recycling cans and bottles or driving a hybrid to a political fundraiser for what might be a very worthy cause. It's about how you choose to lead your life, so that your actions have little or no negative impact on other people and the environment every single day, not just in April when it's highlighted by the media or certain celebrities.

Being an environmentalist is a way of life that requires tremendous commitment, discipline and dedication.

Being a supporter of the environment takes common sense and some good decisions. Either way, your every day decisions make a difference.

To learn more about making a difference this Earth day, visit coolglobes.com. 

Quotable

“Achieving sustainable development is perhaps one of the most difficult and one of the most pressing goals we face. It requires on the part of all of us commitment, action, partnership and, sometimes, sacrifices of our traditional life patterns and personal interests.”

- Mostafa Tolba 

2009 MMASC Sponsorship Opportunities Available

MMASC is pleased to present the [2009 MMASC Sponsorship Program](#). This program is designed to give Sponsors visibility and opportunities to meet and network with potential clients and customers. MMASC conducts 32 regional events over the course of the year, along with 3 all-region annual events.

There are five different Sponsorship Packages to choose from. Each package is designed to provide the Sponsoring Partner with a range of opportunities to help you get to know MMASC and to help MMASC members get to know you. Thank you to the following companies for sending in their signed contracts early before the April 1, 2009 deadline:

Platinum	Keenan Associates
Gold	Willdan
Bronze	League of CA Cities, Piper Jaffray, Stone & Youngberg



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Upcoming Newsletter Themes

We want to hear about the successes in your organization! Submit articles to MMASC Secretary Aggie Masters by the first Friday of each month.

May :: People Power – How does your organization engage the community?

June :: Measuring Performance – Share your organization's best practices for performance measurements.

July :: Happy New Fiscal Year – Learn about what organizations are doing to get through these tough times.

2008-2009 Executive Board

President ::	Laura Biery	City of Santa Clarita
Vice President ::	Carl Alameda	City of La Canada Flintridge
Secretary/Communications Director ::	Aggie Masters	City of Irvine
Treasurer/Finance Manager ::	Annie Clark	City of Moreno Valley
Immediate Past President ::	John Keisler	City of Long Beach

2008-2009 Regional Chairs

Region 1 - Central Coast ::	Alma Janabajab ::	County of Santa Barbara
Region 2 - Channel Islands ::	Samantha Argabrite ::	City of Simi Valley
	Stan Hakes ::	Ventura County
	Lisette Torres ::	City of Oxnard
	John Fraser ::	City of Camarillo
	Lindy Moore ::	City of Camarillo
Region 3 - Desert ::	Andrea Riesgo ::	City of Indio
	Shelley Mixon ::	City of Indio
Region 4 - Inland Empire ::	Staci Sullivan ::	City of Riverside
	Kathleen Fariss ::	City of Fontana
	Adam Raymond ::	City of San Bernardino
	Michelle Johnston ::	City of Fontana
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	Clay Curtin ::	City of West Covina
Region 6 - South LA County ::	Mark Brower ::	City of Beverly Hills
	Jon Terwilliger ::	City of Beverly Hills
Region 7 - Orange County ::	Lovely Qureshi ::	City of La Habra
	Maurice Turner ::	City of Newport Beach
Region 8 - San Diego County ::	Mike James ::	City of Lemon Grove
	Cora Long ::	City of Lemon Grove